IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):	Neboisa Jovicic and Gene A. Rosov	)	Examiner: _____
No.:	New Reissue Application of U.S. Patent No. 5,855,007 Issued Dec. 29, 1998	)	Group Art Unit: 2761
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For:	ELECTRONIC COUPON COMMUNICATION SYSTEM	)	Attorney Docket No. 3252 RE

Assistant Commissioner for Patents
Washington, D.C. 20231

STATEMENT OF THE STATUS OF THE CLAIMS AND EXPLANATION OF SUPPORT FOR ADDED CLAIMS

Dear Sir:

Pursuant to 37 C.F.C. § 1.173(c), the applicant hereby submits the following statement identifying the status of the claims and an explanation of the support for claims 11 through 16.

I. STATUS OF THE CLAIMS

Claim 1 has been amended to recite that the electronic coupon includes digital representations of indicia identifying: discount information; product title; coupon owner's title; expiration date; coupon serial number; and user's Internet address. No other changes are made to claim 1.

Claims 2 and 3 depend from claim 1. No changes were made to claims 2 and 3, other than the change to claim 1 identified above. No changes were made to claims 4 through 9.

Claims 11 through 16 have been added through this reissue application. Claims 1 through 16 are pending.

II. SUPPORT FOR ADDED CLAIMS

The following chart identifies the support in the applicant's original disclosure for each element of new Claims 11 through 16:

Independent Claim 10	Applicant's Disclosure
A method for selectively transmitting and using redeemable coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network, and recording the transmission in the coupon data base." (U.S. Patent No. 5,855,007 ("'007 patent"); 4:10-16).

Independent Claim 10	Applicant's Disclosure
(same)	"The invention also comprises a method of generating a desired coupon in an electronic coupon communication system, comprising the steps of selecting an electronic coupon by a user of a computer network node during an on-line session with a computer network Coupon Server, selecting a coupon from the computer network Coupon Server, generating a new coupon at the beginning of an on-line session, receiving a user selection of the electronic coupon during the on-line session from the computer network Coupon Server to the computer network node, transmitting the electronic coupon to the user's computer network node during the on-line session, displaying the electronic coupon on a display device on the computer network, generating an optional request message for requesting the electronic coupon to be sent electronically, transmitting the optional request message corresponding to the selection of the electronic coupon request message including the electronic mail address of destination, arranging a coupon data base update in response to the electronic coupon transmission, for recording the transaction, including the user's identification number and coupon serial number, changing the coupon serial number in coupon data base, sending a message to a computer network Coupon Notification Center, the message comprising the coupon serial number and the user's identification number." ('007 patent; 4:17-41).

Independent Claim 10	Applicant's Disclosure
(same)	"According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).
generating coupon offers via a coupon server, the coupon offers comprising coupon indicia and being based on information provided by coupon issuers;	"... the Internet Coupon Server being coupled to the Internet Coupon Notification Center, the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier ..." ('007 patent; 3:51-54).

Independent Claim 10	Applicant's Disclosure
	"In addition, the Internet Coupon Server 124, also includes Internet Coupon Notification Center Gateway 132 (ICNC gateway) for communicating with a plurality of Internet Coupon Notification Centers (ICNC) 134. The ICNC gateway 132 preferably also includes a computer database identifying interfacing information for accessing one or more ICNCs 134 through the interface. ICNC 134 could be either communicating with the ICNC gateway 132 over public computer network such as the Internet 122, as shown in FIG. 1 or physically present within the Internet Coupon Server. Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons redeemed by users, general message database 140 for storing messages of general nature, and optionally, a printing device which records coupon transactions. Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:14-41).

Independent Claim 10	Applicant's Disclosure
(same)	"FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
consumer computers in electronic communication with the coupon server over an Internet connection providing the coupon server with user indicia including demographic information about the consumers, the demographic information being independent of consumer selections of the coupon offers;	"... Indicia pertaining to the customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410." ('007 patent; 7:35-38). "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 10	Applicant's Disclosure
(same)	"FIG. 6 illustrates the user registration process. User data base contains User Data Structure as shown below in Table 2. * * * * Field 1 bears indicia identifying user's first and last name. Field 2 bears indicia identifying user's system login name. Field 3 bears indicia identifying user's secret code, i.e. password. Field 1, 2 and 3 are indicia which the Internet Coupon Server receives from the user during the initial registration process and places in the user data base. Field 4 bears indicia identifying user's identification number assigned to the user by the Internet Coupon Server during the time of initial registration. Field 5 bears indicia identifying user's demographic information which the Internet Coupon Server receives from the user during the initial registration process. Field 6 bears indicia identifying personalized message to the user, which can be periodically changed. ('007 patent; 9:39-65).
the consumer computers comprising a user database and a browsing memory permitting the consumer to browse coupon offers on a visual display;	"The invention thus comprises an electronic coupon communication system, comprising a network node for selecting, receiving and printing electronic coupons over a public computer network such as the Internet, the node including a display coupled to a control processing unit for displaying at least one electronic coupon, a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on the display ..." ('007 patent; 3:38-47).

Independent Claim 10	Applicant's Disclosure
the coupon server making initial coupon offers selectively available to the consumer computers accessing the Internet on the basis of the user indicia;	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network ..." ('007 patent; 4:10-15).
(same)	"According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 10	Applicant's Disclosure
the coupon server generating new coupon offers different from the initial coupon offers and making them selectively accessible to the consumer computers based upon receipt from the coupon issuers of new coupon information as well as receipt from the consumer computers of the user indicia; and	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers. Typically, these consumers would be users of computing devices that are connected into public computer networks such as the Internet 122. As new providers of coupons become members of the electronic coupon communication system 100, they can establish ICNCs 134 and make their electronic coupons available to consumers over the Internet Coupon Server 124." ('007 patent; 6:34-48). According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 10	Applicant's Disclosure
(same)	"An added feature of the invention is that the user may choose to e-mail the coupon to him or herself allowing him or her to store the coupon for a later date handling or to send it directly to the vendor's Internet node over public computer network. In the preferred embodiment of the invention the coupon can be mailed in a simple ASCII format using Simple Mail Transport Protocol (SMTP) or as a graphical image using Multipurpose Internet Mail Extension (MIME). (SMTP RFC 821 and MIMIE RFCs 1521 and 1522 describe in detail the above mentioned electronic mail protocol and standard). However, other electronic mail protocols and standards used for electronic mail communication in public computer networks are also contemplated within the scope of the present invention. If the user elects not to mail the coupon electronically, Internet Coupon Server 124 prompts the user to input 424 whether the coupon is to be printed on the user's printing device 118. If the user chooses the printing option, the Internet Coupon Server 124 sequentially transmits coupon's digital data pattern to the Internet node's CPU 104 and the Internet node's printing device 118. Once the user has chosen one of the available options, transaction is recorded in the coupon database 130. User is then prompted to input whether to continue with coupon browsing or to exit the session 426. If the user chooses to continue with coupon browsing, Internet Coupon Server 124 starts a new coupon generation process 410 and directs the user to the browsing memory 128 to select another coupon 300." ('007 patent; 8:19-45). Support is also provided in Figure 4, which shows that when the user opts to input more coupons 462, the system goes back to the coupon generation 410.

Independent Claim 10	Applicant's Disclosure
making accessible to the consumer computers electronic coupons and permitting the consumers to make on-line selections of redeemable coupon offers.	"... the node including a display coupled to a control processing unit for displaying at least one electronic coupon, a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on the display, a user input device coupled to the central processing unit to permit a user to make an on-line selection of one of a plurality of electronic coupons collectively stored in the Internet Coupon Server's memory, ..." ('007 patent; 3:42-50) "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 11	Applicant's Disclosure
A method for selectively transmitting and using redeemable coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network, and recording the transmission in the coupon data base." ('007 patent; 4:10-16). "The invention also comprises a method of generating a desired coupon in an electronic coupon communication system, comprising the steps of selecting an electronic coupon by a user of a computer network node during an on-line session with a computer network Coupon Server, selecting a coupon from the computer network Coupon Server, generating a new coupon at the beginning of an on-line session, receiving a user selection of the electronic coupon during the on-line session from the computer network Coupon Server to the computer network node, transmitting the electronic coupon to the user's computer network node during the on-line session, displaying the electronic coupon on a display device on the computer network, generating an optional request message for requesting the electronic coupon to be sent electronically, transmitting the optional request message corresponding to the selection of the electronic coupon request message including the electronic mail address of destination, arranging a coupon data base update in response to the electronic coupon transmission, for recording the transaction, including the user's identification number and coupon serial number, changing the coupon serial number in coupon data base, sending a message to a computer network Coupon Notification Center,

Independent Claim 11	Applicant's Disclosure
(same)	"According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).
generating coupon offers via a coupon server, the coupon offers comprising coupon indicia and being based on information provided by coupon issuers;	"... the Internet Coupon Server being coupled to the Internet Coupon Notification Center, the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier ..." ('007 patent; 3:51-54).

Independent Claim 11	Applicant's Disclosure
(same)	"In addition, the Internet Coupon Server 124, also includes Internet Coupon Notification Center Gateway 132 (ICNC gateway) for communicating with a plurality of Internet Coupon Notification Centers (ICNC) 134. The ICNC gateway 132 preferably also includes a computer database identifying interfacing information for accessing one or more ICNCs 134 through the interface. ICNC 134 could be either communicating with the ICNC gateway 132 over public computer network such as the Internet 122, as shown in FIG. 1 or physically present within the Internet Coupon Server. Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons redeemed by users, general message database 140 for storing messages of general nature, and optionally, a printing device which records coupon transactions. Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:14-41).

Independent Claim 11	Applicant's Disclosure
(same)	"FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
consumer computers in electronic communication with the coupon server providing the coupon server with user indicia including demographic information about the consumers, the demographic information being independent of consumer selections of the coupon offers;	"... Indicia pertaining to the customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410." ('007 patent; 7:35-38). "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 11	Applicant's Disclosure
(same)	"FIG. 6 illustrates the user registration process. User data base contains User Data Structure as shown below in Table 2. * * * * Field 1 bears indicia identifying user's first and last name. Field 2 bears indicia identifying user's system login name. Field 3 bears indicia identifying user's secret code, i.e. password. Field 1, 2 and 3 are indicia which the Internet Coupon Server receives from the user during the initial registration process and places in the user data base. Field 4 bears indicia identifying user's identification number assigned to the user by the Internet Coupon Server during the time of initial registration. Field 5 bears indicia identifying user's demographic information which the Internet Coupon Server receives from the user during the initial registration process. Field 6 bears indicia identifying personalized message to the user, which can be periodically changed. ('007 patent; 9:39-65).
the consumer computers comprising a user database and a browsing memory permitting the consumer to browse coupon offers on a visual display;	"The invention thus comprises an electronic coupon communication system, comprising a network node for selecting, receiving and printing electronic coupons over a public computer network such as the Internet, the node including a display coupled to a control processing unit for displaying at least one electronic coupon, a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on the display ..." ('007 patent; 3:38-47).

Independent Claim 11	Applicant's Disclosure
the coupon server making initial coupon offers selectively available to the consumer computers accessing the Internet on the basis of user indicia, at least the initial coupon offers being selectively available to an individual consumer computer based upon the demographic information provided by the individual consumer computer;	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network ..." ('007 patent; 4:10-15). "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 11	Applicant's Disclosure
the coupon server generating new coupon offers different from the initial coupon offers and making them selectively accessible to the consumer computers based upon receipt from the coupon issuers of new coupon information as well as receipt from the consumer computers of the user indicia; and	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers. Typically, these consumers would be users of computing devices that are connected into public computer networks such as the Internet 122. As new providers of coupons become members of the electronic coupon communication system 100, they can establish ICNCs 134 and make their electronic coupons available to consumers over the Internet Coupon Server 124." ('007 patent; 6:34-48). According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 11	Applicant's Disclosure
(same)	"An added feature of the invention is that the user may choose to e-mail the coupon to him or herself allowing him or her to store the coupon for a later date handling or to send it directly to the vendor's Internet node over public computer network. In the preferred embodiment of the invention the coupon can be mailed in a simple ASCII format using Simple Mail Transport Protocol (SMTP) or as a graphical image using Multipurpose Internet Mail Extension (MIME). (SMTP RFC 821 and MIMIE RFCs 1521 and 1522 describe in detail the above mentioned electronic mail protocol and standard). However, other electronic mail protocols and standards used for electronic mail communication in public computer networks are also contemplated within the scope of the present invention. If the user elects not to mail the coupon electronically, Internet Coupon Server 124 prompts the user to input 424 whether the coupon is to be printed on the user's printing device 118. If the user chooses the printing option, the Internet Coupon Server 124 sequentially transmits coupon's digital data pattern to the Internet node's CPU 104 and the Internet node's printing device 118. Once the user has chosen one of the available options, transaction is recorded in the coupon database 130. User is then prompted to input whether to continue with coupon browsing or to exit the session 426. If the user chooses to continue with coupon browsing, Internet Coupon Server 124 starts a new coupon generation process 410 and directs the user to the browsing memory 128 to select another coupon 300." ('007 patent; 8:19-45). Support is also provided in Figure 4, which shows that when the user opts to input more coupons 462, the system goes back to the coupon generation 410.

Independent Claim 11	Applicant's Disclosure
making accessible to the consumer computers electronic coupons and permitting the consumers to make on-line selections of redeemable coupon offers.	"... the node including a display coupled to a control processing unit for displaying at least one electronic coupon, a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on the display, a user input device coupled to the central processing unit to permit a user to make an on-line selection of one of a plurality of electronic coupons collectively stored in the Internet Coupon Server's memory, ..." ('007 patent; 3:42-50); "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 12	Application Disclosure
12. A system for distributing electronic coupons comprising coupon data and data sufficient to uniquely identify each coupon, comprising:	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, ..." ('007 patent; 4:10-13). "Fig. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon database fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).

Independent Claim 12	Application Disclosure
a network node that can select and receive electronic coupons;	"A person can select an electronic coupon 300 from the Internet Coupon Server 124, print out a hard copy and redeem it at the coupon redemption center 142 (retail outlet) or the user could send the coupon using electronic mail from the Internet Coupon Server 124 directly to the redemption center's general computing device connected into public computer network such as the Internet 122. The redemption center 142 would have an option to verify the legitimacy of the electronic coupon 300 by contacting coupon owner's ICNC 134 using various communication means. According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a database." ('007 patent; 7:46-64). "The invention thus comprises an electronic coupon communication system, comprising a network node for selecting, receiving and printing electronic coupons over a public computer network such as the Internet ..." ('007 patent; 3:39-42).

Independent Claim 12	Application Disclosure
a coupon server capable of receiving or storing information from the network node;	"As shown in FIG. 1, the Internet node 102 is coupled to an Internet Coupon Server 124 via Internet 122. The Internet Coupon Server 124 is any general purpose digital computer which serves as an "Internet Host" as described in the Internet Protocol RFC 791, and contains electronic coupons 300 and would preferably include a user database 126 which would keep track of the individual users registered with the Internet Coupon Server, a browsing memory 128 where representative coupon or coupons are stored and ready for selection by users, and a coupon database 130 which will be more fully discussed below." ('007 patent, 6:4-14).

Independent Claim 12	Application Disclosure
(same)	"The invention also comprises a method of generating a desired coupon in an electronic coupon communication system, comprising the steps of selecting an electronic coupon by a user of a computer network node during an on-line session with a computer network Coupon Server, selecting a coupon from the computer network Coupon Server, generating a new coupon at the beginning of an on-line session, receiving a user selection of the electronic coupon during the on-line session from the computer network Coupon Server to the computer network node, transmitting the electronic coupon to the user's computer network node during the on-line session, displaying the electronic coupon on a display device on the computer network, generating an optional request message for requesting the electronic coupon to be sent electronically, transmitting the optional request message corresponding to the selection of the electronic coupon request message including the electronic mail address of destination, arranging a coupon data base update in response to the electronic coupon transmission, for recording the transaction, including the user's identification number and coupon serial number, changing the coupon serial number in coupon data base, sending a message to a computer network Coupon Notification Center, the message comprising the coupon serial number and the user's identification number." ('007 patent; 4:17-41).

Independent Claim 12	Application Disclosure
(same)	"Indicia pertaining to customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410. . After the coupon generation process 410, all indicia are stored, combined in the browsing memory 128 to represent an electronic coupon 300." ('007 patent; 7:35-40).
the coupon server being capable of generating or transmitting electronic coupon information with a serial number sufficient to identify the coupon to the network node;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). ".... the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic transactions ...." ('007 patent; 3:52-57). "Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons generated by the Internet Coupon Server 124". ("007 patent; 6:24-30).

Independent Claim 12	Application Disclosure
(same)	"FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal. In the preferred embodiment of the present invention, the Internet node 102 will access Internet Coupon Server's browsing memory 128 during the on-line session over public computer network such as the Internet 122 using Internet Protocol (IP). In the event that the Internet Coupon Server 124 does not contain the user data base 126, it is contemplated in the scope of present invention that a combination of coupon elements described in FIG. 3 could be placed directly in the browsing memory 128, without the added features of elements 320, 322, 324, 326 or without the added feature of an element representing coupon serial number 318 in the event that Internet Coupon Server 124 does not contain the coupon data base 130." ('007 patent; 10:22-45).

Independent Claim 12	Application Disclosure
the coupon server being capable of receiving and storing coupon indicia information and receiving coupon information from a coupon notification center, and transmitting coupon generation or redemption information to the coupon notification center;	"... the Internet Coupon Server being coupled to the Internet Coupon Notification Center, the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions, an Internet Coupon Notification Center Gateway for enabling communication with the Internet Coupon Notification Center ...." ('007 patent; 3:51-59).

<u>Independent Claim 12</u>	<u>Application Disclosure</u>
(same)	"In addition, the Internet Coupon Server 124, also includes Internet Coupon Notification Center Gateway 132 (ICNC gateway) for communicating with a plurality of Internet Coupon Notification Centers (ICNC) 134. The ICNC gateway 132 preferably also includes a computer database identifying interfacing information for accessing one or more ICNCs 134 through the interface. ICNC 134 could be either communicating with the ICNC gateway 132 over public computer network such as the Internet 122, as shown in FIG. 1 or physically present within the Internet Coupon Server. Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons generated by the Internet Coupon Server 124, a coupon redemption database 138 for storing data about electronic coupons redeemed by users, general message database 140 for storing messages of general nature, and optionally, a printing device which records coupon transactions. Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:14-41).

Independent Claim 12	Application Disclosure
(same)	"As shown in FIG. 5, the Internet Coupon Server 124, accesses the coupon data base and verifies whether the maximum number of coupons is exceeded 502. If it is exceeded, the Internet Coupon Server 124 notifies this information 504 over Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the maximum number of coupons was not exceeded, Internet Coupon Server 124 verifies whether the coupon expiration date was not exceeded, Internet Coupon Server 124 notifies this information 508 over the Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the expiration date was not exceeded, the Internet Coupon Server records the transaction 510 in the field 11 which contains past transactions, by first storing customer's name, then customer's identification number and then the current coupon serial number. After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner's ICNC 134 by first sending customer's name 320, then customer's identification number 322 and then the current coupon serial number 318. After the ICNC 134 has been notified, the Internet Coupon Server 124 updates 514 the coupon serial number 318 which serves as a coupon's unique indicia." ('007 patent; 9: 10-31).
the coupon notification center having memory for storing coupon generation or redemption information.	"Each ICNC is comprised of the coupon redemption data base 138, the coupon generation data base 136 and the general message data base 140." ('007 patent; 10:54-57).

Independent Claim 12	Application Disclosure
(same)	"... an Internet Coupon Notification Center, including means for recording serial numbers of coupons generated by an Internet Coupon Server, means for recording and updating transactions pertaining to redeemed electronic coupons ..." (007 patent; 3:59-63).

Independent Claim 13	Applicant's Disclosure
A method for distributing electronic coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, ..." ('007 patent; 4:10-13). "Fig. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon database fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
providing registration information to a coupon server via a network node, the registration information including demographic information;	"According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 13	Applicant's Disclosure
(same)	"FIG. 6 illustrates the user registration process. User data base contains User Data Structure as shown below in Table 2. * * * * Field 1 bears indicia identifying user's first and last name. Field 2 bears indicia identifying user's system login name. Field 3 bears indicia identifying user's secret code, i.e. password. Field 1, 2 and 3 are indicia which the Internet Coupon Server receives from the user during the initial registration process and places in the user data base. Field 4 bears indicia identifying user's identification number assigned to the user by the Internet Coupon Server during the time of initial registration. Field 5 bears indicia identifying user's demographic information which the Internet Coupon Server receives from the user during the initial registration process. Field 6 bears indicia identifying personalized message to the user, which can be periodically changed." ('007 patent, 9:52-65).
storing the registration information within the coupon server;	"The Internet Coupon Server 124 is any general purpose digital computer which serves as an 'Internet Host' as described in the Internet Protocol RFC 791, and contains electronic coupons 300 and would preferably include a user database 126 which would keep track of the individual users registered with the Internet Coupon Server, ..." ('007 patent; 6:5-11). "Indicia pertaining to customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410." ('007 patent; 7:35-38).

Independent Claim 13	Applicant's Disclosure
the coupon server receiving coupon indicia information from a coupon notification center;	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:34-41).
storing the coupon indicia information within the coupon server;	"The Internet Coupon Server 124 is any general purpose digital computer which serves as an 'Internet Host' as described in the Internet Protocol RFC 791, and contains electronic coupons 300 and would preferably include a user database 126 which would keep track of the individual users registered with the Internet Coupon Server, a browsing memory 128 where representative coupon or coupons are stored and ready for selection by users, and a coupon database 130 which will be more fully discussed below." ('007 patent; 6:5-14). "Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications." ('007 patent; 6:34-39). "Indicia pertaining to the coupon 302, 304, 306, 308, 310, 312, 314, 316 and 318 are stored in the coupon data base 130 before the coupon generation process 410 occurs." ('007 patent; 7:32-35).

Independent Claim 13	Applicant's Disclosure
generating one or more electronic coupons based on the registration information, each electronic coupon having a serial number and comprising a plurality of digital representations of indicia including the coupon indicia information;	"During an online connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). "... the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions, an Internet Coupon Notification Center Gateway for enabling communication with the Internet Coupon Notification Center, an Internet Coupon Notification Center, including means for recording serial numbers of coupons generated by an Internet Coupon Server, means for recording and updating transactions pertaining to redeemed electronic coupons, and an electronic coupon, comprising a plurality of digital representations of product image and uniform product bar code, a plurality of digital representations of indicia identifying discount information, product title, coupon owner's title, redemption specification, uniform product code, expiration date, coupon serial number, user's name, user's identification number, user's Internet address and user's personalized message." ('007 patent; 3:52-4:3).

Independent Claim 13	Applicant's Disclosure
(same)	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network, and recording the transmission in the coupon data base." ('007 patent; 4:10-16). "The electronic coupon generation process includes taking coupon indicia and digital representations of graphical images in the coupon data base, coupling the coupon indicia with the user indicia in the user data base, and placing the coupon indicia in a browsing memory to represent an electronic coupon." ('007 patent; 4:41-47).

Independent Claim 13	Applicant's Disclosure
(same)	"In the preferred embodiment of the invention, the electronic coupon 30 also contains customer's name data 320 bearing indicia pertaining to the name of coupon's user, customer's identification number (I.D.) 322 bearing customer I.D. assigned to the user by the Internet Coupon Server 124 during a registration process 408 having the customer's Internet address 324 and a personalized message 326 which bears a marketing message generated during the coupon generation process. Indicia pertaining to the coupon 302, 304, 306, 308, 310, 312, 314, 316 and 318 are stored in the coupon data base 130 before the coupon generation process 410 occurs. Indicia pertaining to customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410. After the coupon generation process 410, all indicia are stored, combined in the browsing memory 128 to represent an electronic coupon 300." ('007 patent; 7:24-40). "FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 720 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).

Independent Claim 13	Applicant's Disclosure
the coupon server making the electronic coupons accessible to remote users such that the users can select one or more of the electronic coupons;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device. ('007 patent; 3:30-34). "... a user input device coupled to the central processing unit to permit a user to make an on-line selection of one of a plurality of electronic coupons collectively stored in the Internet Coupon Server's memory ..." ('007 patent; 3:47-50). "According to the present invention, user's general computing device connected to the public network such as in the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).
the coupon server transmitting the coupon generation information to the coupon notification center; and	"It further records the transaction to the coupon's Internet Coupon Notification Center ..." ('007 patent; 3:34-35). "... sending a message to a computer network Coupon Notification Center, the message comprising the coupon serial number and the user's identification number." ('007 patent; 4:39-41).

Independent Claim 13	Applicant's Disclosure
(same)	"If the message is not a coupon redemption message, the ICNC verifies whether the electronic message is a coupon generation message 806, thereupon notifying the ICNC 134 that a particular coupon in the ICNC's coupon category was generated by the Internet Coupon Server 124. If the message is a coupon generation message, the message is stored 808 in the coupon generation data base 136, the message containing coupon's serial number and the user's identification number. Otherwise, the message is stored 810 in the general message data base 140. ('007 patent; 11:3-12).
storing the coupon generation information in a database within the coupon notification center.	"... an Internet Coupon Notification Center, including means for recording serial numbers of coupons generated by an Internet Coupon Server ..." ('007 patent; 3:57-59). "Coupon verification includes verifying the validity of an electronic coupon at a redemption center by accessing the computer network's Coupon Notification Center's coupon generation data base." ('007 patent; 4:47-50). "Each ICNC is comprised of the coupon redemption data base 138, the coupon generation data base 136 and the general message data base 140." ('007 patent; 10:54-56).

Independent Claim 14	Applicant's Disclosure
14. A system for distributing electronic coupons comprising coupon data and data sufficient to uniquely identify each coupon, comprising:	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, ..." ('007 patent; 4:10-13). "Fig. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon database fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
a network node that can communicate with a coupon server;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupons selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34).

Independent Claim 14	Applicant's Disclosure
(same)	"As shown in FIG. 1, the Internet node 102 is coupled to an Internet Coupon Server 124 via Internet 122." ('007 patent; 6:4-5).
the coupon server being capable of generating electronic coupon information;	"... the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons ..." ('007 patent; 3:52-56). "The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number ..." ('007 patent; 4:10-12).
the coupon server also being capable of communicating at least a portion of the electronic coupon information to the network node;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 14	Applicant's Disclosure
(same)	"FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
the coupon server also being capable of receiving and storing coupon indicia information and receiving coupon verification information from a coupon notification center.	"... the Internet Coupon Server being coupled to the Internet Coupon Notification Center, the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions, an Internet Coupon Notification Center Gateway for enabling communication with the Internet Coupon Notification Center ...." ('007 patent; 3:51-59).

Independent Claim 14	Applicant's Disclosure
(same)	"In addition, the Internet Coupon Server 124, also includes Internet Coupon Notification Center Gateway 132 (ICNC gateway) for communicating with a plurality of Internet Coupon Notification Centers (ICNC) 134. The ICNC gateway 132 preferably also includes a computer database identifying interfacing information for accessing one or more ICNCs 134 through the interface. ICNC 134 could be either communicating with the ICNC gateway 132 over public computer network such as the Internet 122, as shown in FIG. 1 or physically present within the Internet Coupon Server. Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons generated by the Internet Coupon Server 124, a coupon redemption database 138 for storing data about electronic coupons redeemed by users, general message database 140 for storing messages of general nature, and optionally, a printing device which records coupon transactions. Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:14-41).

Independent Claim 14	Applicant's Disclosure
(same)	"As shown in FIG. 5, the Internet Coupon Server 124, accesses the coupon data base and verifies whether the maximum number of coupons is exceeded 502. If it is exceeded, the Internet Coupon Server 124 notifies this information 504 over Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the maximum number of coupons was not exceeded, Internet Coupon Server 124 verifies whether the coupon expiration date was not exceeded, Internet Coupon Server 124 notifies this information 508 over the Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the expiration date was not exceeded, the Internet Coupon Server records the transaction 510 in the field 11 which contains past transactions, by first storing customer's name, then customer's identification number and then the current coupon serial number. After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner's ICNC 134 by first sending customer's name 320, then customer's identification number 322 and then the current coupon serial number 318. After the ICNC 134 has been notified, the Internet Coupon Server 124 updates 514 the coupon serial number 318 which serves as a coupon's unique indicia." ('007 patent; 9: 10-31).

Independent Claim 14	Applicant's Disclosure
(same)	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:34-41).

Independent Claim 15	Applicant's Disclosure
A method for distributing electronic coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, ..." ('007 patent; 4:10-13). "Fig. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon database fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
providing registration information to a coupon server via a network node, the registration information including demographic information;	"According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 15	Applicant's Disclosure
(same)	"FIG. 6 illustrates the user registration process. User data base contains User Data Structure as shown below in Table 2. * * * * Field 1 bears indicia identifying user's first and last name. Field 2 bears indicia identifying user's system login name. Field 3 bears indicia identifying user's secret code, i.e. password. Field 1, 2 and 3 are indicia which the Internet Coupon Server receives from the user during the initial registration process and places in the user data base. Field 4 bears indicia identifying user's identification number assigned to the user by the Internet Coupon Server during the time of initial registration. Field 5 bears indicia identifying user's demographic information which the Internet Coupon Server receives from the user during the initial registration process. Field 6 bears indicia identifying personalized message to the user, which can be periodically changed." ('007 patent, 9:52-65).
storing the registration information within the coupon server;	"The Internet Coupon Server 124 is any general purpose digital computer which serves as an 'Internet Host' as described in the Internet Protocol RFC 791, and contains electronic coupons 300 and would preferably include a user database 126 which would keep track of the individual users registered with the Internet Coupon Server, ..." ('007 patent; 6:5-11). "Indicia pertaining to customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410." ('007 patent; 7:35-38).

Independent Claim 15	Applicant's Disclosure
the coupon server receiving coupon indicia information;	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:34-41).
storing the coupon indicia information within the coupon server;	"The Internet Coupon Server 124 is any general purpose digital computer which serves as an 'Internet Host' as described in the Internet Protocol RFC 791, and contains electronic coupons 300 and would preferably include a user database 126 which would keep track of the individual users registered with the Internet Coupon Server, a browsing memory 128 where representative coupon or coupons are stored and ready for selection by users, and a coupon database 130 which will be more fully discussed below." ('007 patent; 6:5-14). "Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications." ('007 patent; 6:34-39). "Indicia pertaining to the coupon 302, 304, 306, 308, 310, 312, 314, 316 and 318 are stored in the coupon data base 130 before the coupon generation process 410 occurs." ('007 patent; 7:32-35).

Independent Claim 15	Applicant's Disclosure
generating one or more electronic coupons based on the registration information, each electronic coupon having a serial number and comprising a plurality of digital representations of indicia including the coupon indicia information; and	"During an online connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). "... the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions, an Internet Coupon Notification Center Gateway for enabling communication with the Internet Coupon Notification Center, an Internet Coupon Notification Center, including means for recording serial numbers of coupons generated by an Internet Coupon Server, means for recording and updating transactions pertaining to redeemed electronic coupons, and an electronic coupon, comprising a plurality of digital representations of product image and uniform product bar code, a plurality of digital representations of indicia identifying discount information, product title, coupon owner's title, redemption specification, uniform product code, expiration date, coupon serial number, user's name, user's identification number, user's Internet address and user's personalized message." ('007 patent; 3:52-4:3).

Independent Claim 15	Applicant's Disclosure
(same)	"The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, transmitting the selected electronic coupon over a public computer network, and recording the transmission in the coupon data base." ('007 patent; 4:10-16). "The electronic coupon generation process includes taking coupon indicia and digital representations of graphical images in the coupon data base, coupling the coupon indicia with the user indicia in the user data base, and placing the coupon indicia in a browsing memory to represent an electronic coupon." ('007 patent; 4:41-47).

Independent Claim 15	Applicant's Disclosure
(same)	"In the preferred embodiment of the invention, the electronic coupon 30 also contains customer's name data 320 bearing indicia pertaining to the name of coupon's user, customer's identification number (I.D.) 322 bearing customer I.D. assigned to the user by the Internet Coupon Server 124 during a registration process 408 having the customer's Internet address 324 and a personalized message 326 which bears a marketing message generated during the coupon generation process. Indicia pertaining to the coupon 302, 304, 306, 308, 310, 312, 314, 316 and 318 are stored in the coupon data base 130 before the coupon generation process 410 occurs. Indicia pertaining to customer's personal information 320, 322, 324 and 326 are stored in the user data base 126 before beginning the coupon generation process 410. After the coupon generation process 410, all indicia are stored, combined in the browsing memory 128 to represent an electronic coupon 300." ('007 patent; 7:24-40). "FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 720 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).

Independent Claim 15	Applicant's Disclosure
the coupon server making the electronic coupons accessible to remote users such that the users can select one or more of the electronic coupons.	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device. ('007 patent; 3:30-34). "... a user input device coupled to the central processing unit to permit a user to make an on-line selection of one of a plurality of electronic coupons collectively stored in the Internet Coupon Server's memory ..." ('007 patent; 3:47-50). "According to the present invention, user's general computing device connected to the public network such as in the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 16	Applicant's Disclosure
A system for distributing electronic coupons comprising coupon data and data sufficient to uniquely identify each coupon, comprising:	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node, ..." ('007 patent; 4:10-13). "Fig. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon database fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
a network node that can communicate with a coupon server;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupons selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34).

Independent Claim 16	Applicant's Disclosure
(same)	"As shown in FIG. 1, the Internet node 102 is coupled to an Internet Coupon Server 124 via Internet 122." ('007 patent; 6:4-5).
the coupon server being capable of generating electronic coupon information;	"... the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons ..." ('007 patent; 3:52-56). "The Internet Coupon Server, utilizes a method of operation comprising the steps of generating a new electronic coupon with a unique serial number ..." ('007 patent; 4:10-12).
the coupon server also being capable of communicating at least a portion of the electronic coupon information to the network node;	"During an on-line connection between an Internet node and the Internet Coupon Server, the Internet coupon server accepts coupon selection from a user, and then transmits the unique Internet coupon back to the user's printing device or user's electronic mail storage device." ('007 patent; 3:30-34). "According to the present invention, user's general computing device connected to the public network such as the Internet 122, establishes an on-line session with the Internet Coupon Server 124, preferably goes through the registration process 408 if the user is a new user, and then, after the coupon generation process 410 described in detail below, makes a selection 412 from the available coupons in the Internet Coupon Server's browsing memory 128 which contains a selection of coupons organized in a data base." ('007 patent; 7:56-64).

Independent Claim 16	Applicant's Disclosure
(same)	"FIG. 7 illustrates the preferred embodiment of the coupon generation process 410 wherein the Internet Coupon Server 124 first invokes 702 coupon database 130 and takes the information contained in the coupon data base fields 2, 3, 4, 5, 6, 7, 8, 9 and 10 as illustrated in Table 1. Internet Coupon Server 124 then invokes the user database 126 and takes the name of the current user, current user's identification number, user's Internet address, and user's personalized message (if any) used for micro marketing techniques. All coupon elements are then placed in combination, in the Internet Coupon Server's browsing memory 128, ready for user's perusal." ('007 patent; 10:22-33).
the coupon server also being capable of receiving and storing coupon indicia information.	"... the Internet Coupon Server being coupled to the Internet Coupon Notification Center, the Internet Coupon Server comprising a memory for storing electronic coupons received from an Internet Coupon Server's supplier, a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions, an Internet Coupon Notification Center Gateway for enabling communication with the Internet Coupon Notification Center ...." ('007 patent; 3:51-59).

Independent Claim 16	Applicant's Disclosure
(same)	"In addition, the Internet Coupon Server 124, also includes Internet Coupon Notification Center Gateway 132 (ICNC gateway) for communicating with a plurality of Internet Coupon Notification Centers (ICNC) 134. The ICNC gateway 132 preferably also includes a computer database identifying interfacing information for accessing one or more ICNCs 134 through the interface. ICNC 134 could be either communicating with the ICNC gateway 132 over public computer network such as the Internet 122, as shown in FIG. 1 or physically present within the Internet Coupon Server. Each ICNC 134 is the owner of one particular category of coupons, for example a 'Ben & Jerry's Inc.' coupon category which gives $0.25 discount on 'Ben & Jerry's Vanilla Bean Ice Cream,' and could comprise a coupon generation data base 136 for storing data about electronic coupons generated by the Internet Coupon Server 124, a coupon redemption database 138 for storing data about electronic coupons redeemed by users, general message database 140 for storing messages of general nature, and optionally, a printing device which records coupon transactions. Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:14-41).

Independent Claim 16	Applicant's Disclosure
(same)	"As shown in FIG. 5, the Internet Coupon Server 124, accesses the coupon data base and verifies whether the maximum number of coupons is exceeded 502. If it is exceeded, the Internet Coupon Server 124 notifies this information 504 over Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the maximum number of coupons was not exceeded, Internet Coupon Server 124 verifies whether the coupon expiration date was not exceeded, Internet Coupon Server 124 notifies this information 508 over the Internet Coupon ICNC gateway 132 to the coupon owner's ICNC 134. If the expiration date was not exceeded, the Internet Coupon Server records the transaction 510 in the field 11 which contains past transactions, by first storing customer's name, then customer's identification number and then the current coupon serial number. After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner's ICNC 134 by first sending customer's name 320, then customer's identification number 322 and then the current coupon serial number 318. After the ICNC 134 has been notified, the Internet Coupon Server 124 updates 514 the coupon serial number 318 which serves as a coupon's unique indicia." ('007 patent; 9: 10-31).

Independent Claim 16	Applicant's Disclosure
(same)	"Periodically, the ICNC 134 can communicate with the Internet Coupon Server 124, such as by the Internet Coupon Notification Center Gateway 132, and update Internet Coupon Server's Coupon Database 130, regarding the discount value of the coupon, number of coupons available, and coupon specifications. In this way, the Internet Coupon Server can maintain current information on electronic coupons 300 available to consumers." ('007 patent; 6:34-41).

Respectfully submitted,

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